



Date: March 5, 2015

**To: Ms. D. Ann Gray, MMC, NCCMC
City Clerk**
From: Valencia Roner, Program Manager, Duke Energy
Subject: Duke Energy's Residential Neighborhood Program

Executive Summary

Duke Energy's Residential Neighborhood Program (RNP) is serving the City of Durham for a second time since the program's inception in 2013. The Residential Neighborhood Program is an energy efficiency community outreach endeavor of Duke Energy targeting neighborhoods of about 800-1200 customers where at least 50% of residents meet federal income poverty guidelines of at least 200%.

The program's purpose is to provide free walk-through home energy assessments and free energy-saving products and services designed to assist Duke Energy customers save energy and money on their utility bill. The program's energy specialists identifies where a residence is wasting energy and the best way to save.

Based upon the needs of the home, customers can then receive up to \$210 worth of energy-saving improvements. These improvements and their installation are completely free.

Recommendation

The goal is to provide information to the Durham City Council about this program and how it coincides with the Poverty Reduction Initiative being implemented within the City.

Background

The Residential Neighborhood Program (RNP) first came to Durham in December 2013. After about 10 weeks, just under 400 City residents were serviced in the Hillside Ave./St. Teresa area. After feedback from City staff, we were led to service the community of East Durham for 2015.

Issues and Analysis

Tonight Duke Energy is hosting a Community Kick-Off Event from 6 p.m. to 7:30 p.m. at the Holton Career and Resource Center, 401 N. Driver St., Durham, NC 27203. Mayor Bill Bell and County Commissioner Michael Page are scheduled to bring remarks. Tonight's meeting shall provide an overview about the Residential Neighborhood Program. Duke Energy representatives will be on hand to answer questions. A free meal will be provided. Well over 100 Duke Energy customers have confirmed their attendance to this evening's meeting.

Financial Impact

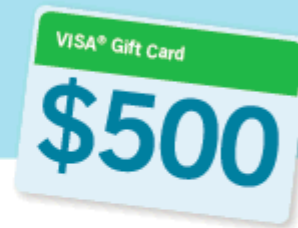
There is no financial impact to the City or it's residents.

Attachments

Copies of the bi-lingual event flyer and letters mailed to Duke Energy customers in East Durham are attached.



We want to help you and
your neighbors save money
and energy at home.



Please join us to learn more about the FREE walkthrough energy assessments we'll be performing in your neighborhood through our Residential Neighborhood Program. There will be demonstrations of our FREE energy-saving products, a FREE meal and a chance to WIN a \$25 gift card. Also, learn how to enter our sweepstakes for a chance to win a \$500 gift card.

**Enroll now and you
could be our lucky
winner!***

Holton Career and Resource Center - Learning Center
401 N. Driver St.
Durham, NC 27703

Thursday, March 5, 2015
6 to 7:30 p.m.

RSVP by calling 855.767.3853

The Residential Neighborhood Program is a FREE walkthrough energy assessment and improvement program for qualified customers.

In the days following this neighborhood event, an Energy Specialist will visit your house to perform a walkthrough assessment that will show you where your home is wasting energy.

During the FREE walkthrough assessment, we'll also give you up to 16 energy-saving products and services that could help you save money on your electric bill. These energy-saving measures can cost up to \$210, but we'll give them to you for free – and install them, too. Services provided are based on your home's specific energy usage and needs.

Learn more at duke-energy.com/rnp

* Enter to win our sweepstakes and read complete rules and conditions on our website. No participation necessary to enter.

Residential Neighborhood Program



Queremos ayudarle a usted
y a sus vecinos a ahorrar dinero
y energía en sus casas.



Por favor ven con nosotros para aprender más sobre las evaluaciones de ahorro de energía en el hogar que vamos a realizar en tu vecindario con nuestro "Programa Residencial de Vecindarios". Habrá demostraciones GRATIS de nuestros productos para ahorro de energía, comida GRATIS y la oportunidad de ganar una tarjeta de regalo de \$25. También mediante nuestros sorteos tendrás la oportunidad de ganar una tarjeta de regalo de \$500.

**¡Inscríbese ahora y
podría ser nuestro
afortunado ganador!***

**Holton Career and Resource Center - Learning Center
401 N. Driver St.
Durham, NC 27703**

**el 5 de marzo de 2015
6 - 7:30 p.m.**

Haga su reserva por llamar 855.767.3853

El "Programa Residencial de Vecindarios" es un programa para mejorar entre otros, la eficiencia de energía en las casas para los clientes que califiquen.

Unos días después de este evento en su barrio, un Especialista en Energía visitará su casa para hacer una evaluación de energía que le mostrará dónde está desperdiciando energía su casa.

Durante esta evaluación de ahorro de energía GRATIS, también le proporcionaremos hasta 16 productos y servicios que pueden ayudarle a ahorrar dinero en sus recibos de electricidad. Estas medidas y productos para ahorrar energía cuestan hasta \$210, pero se la damos a usted gratis y se las instalamos también. Estos servicios se basan en el uso y necesidades específicas de energía en su casa.

Obtenga más información en duke-energy.com/rnp

* Perdídas para ganar nuestro sorteo y leer los términos y condiciones en nuestro sitio web. Sin la participación necesaria para ganar.

Residential Neighborhood Program



Recipient's Full Name
Street Address
City, State ZIP

<date>

Learn how to lower your energy bills and enter to win a \$500 VISA® gift card.

Dear Customer name or Current resident,

As part of our Residential Neighborhood Program, you and your neighbors will receive free products and services to help you lower your electric bills by up to \$95 a year.* We designed this program to help educate you on how to save energy and water with no-cost energy assessment home visits.

As part of this special program, you will receive these energy-saving items installed in your home at no cost to you:

- A year's supply of furnace filters
- Weatherstripping to seal your home from drafts
- Energy-efficient light bulbs
- Water-saving low-flow showerheads and faucet aerators
- Other products to help seal your home and make it more efficient

Join your neighbors and enjoy a free dinner, demonstrations of our free energy-saving products, and a chance to win a \$25 gift card. Also, learn how to enter our sweepstakes for a chance to win a \$500 gift card.

We will perform our energy assessments in your neighborhood for a limited time only – so register today to get your share of these free energy efficiency products and services.

Sincerely,

Valencia Riner
Program Manager

* Savings may vary by home.

†Enter to win our sweepstakes and read complete terms and conditions on our website. No participation necessary to enter.



Join us for a neighborhood information session

Thursday, March 5, 2015
6 to 7:30 p.m.

Holton Career and Resource Center
- Learning Center
401 N. Driver St.
Durham, NC 27703

Place your reservation now

Call toll free 855.767.3853
and leave a voicemail for our event coordinator.

Enroll now and you could
be our lucky winner!†



Residential Neighborhood Program



Enjoy a delicious dinner and discover how residents throughout North Carolina are learning how to lower their electric bills and reduce their energy use through the Residential Neighborhood Program. You won't want to miss this opportunity! All homes outlined in the map below are eligible to receive the assessment and free products.

Informational session:

Thursday, March 5, 2015
6 to 7:30 p.m.

Holton Career and Resource
Center - Learning Center
401 N. Driver St.
Durham, NC 27703

Call and let us know you're coming to the community event by dialing 855.767.3853. If you would like additional information visit duke-energy.com/mp.

Can't attend the information session? You can still register to win and to receive your energy efficiency walkthrough and free products by dialing the same phone number or visiting the website above.



Printed on 100% postconsumer recycled stock. Paper comes from a well-managed forest.
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Read complete terms and conditions on our website: duke-energy.com/mp